

# IBS|2009

National College Radio Conference • New York City

## Conference Program

Friday, March 6th • 10:00 AM - 9:00 PM

### SIGN UP FOR THIS YEAR'S EXCITING TOURS!

- ♦ **Paley Center for Media (Former Museum of Television & Radio):** Departs from the registration area on Friday, 2:30 pm sharp! Maximum 19 delegates.
- ♦ **Rock & Roll Hall of Fame Annex:** Departs from the registration area on Friday, 6:10 pm sharp! Maximum 25 delegates.
- ♦ **Empire State Building Broadcast Facilities tour:** Departs from the registration area on Saturday, 9:30 am sharp! Maximum 20 delegates.
- ♦ **Z100/103.5 KTU/Q104.3/Power 105.1/Lite FM studio tour:** Departs from the registration area on Saturday, 11:30 am sharp! Maximum 20 delegates.
- ♦ **Registration for all tours is on a first-come, first-serve basis! One representative per tour, per school!**
- ♦ **FURTHER TOUR DETAILS ARE ON THE BACK PAGE OF THE PROGRAM!**

### Sign up to Broadcast LIVE from New York City on WIBS!

- ♦ WIBS is webcasting live from the 6th Floor Conference Center Glass Studio on Friday and Saturday.
- ♦ The IBS Student Radio Network (IBS SRN) by Backbone is all-new and just for YOU!
- ♦ Sign up for your cybercast shift and be heard "Live from New York City" around the world!

Friday, March 6th • 11:00 - 11:55 AM

### IBS 2009 Kickoff: Extra Credit! One on One Station Advising!

Early conference attendees can sign up their stations for "early bird" advising sessions with a member of the IBS staff. These 15 minute sessions will allow for a brief discussion about any aspects of your station's operations, with an opportunity for post-conference follow-up.

- ♦ **IBS Board and staff**

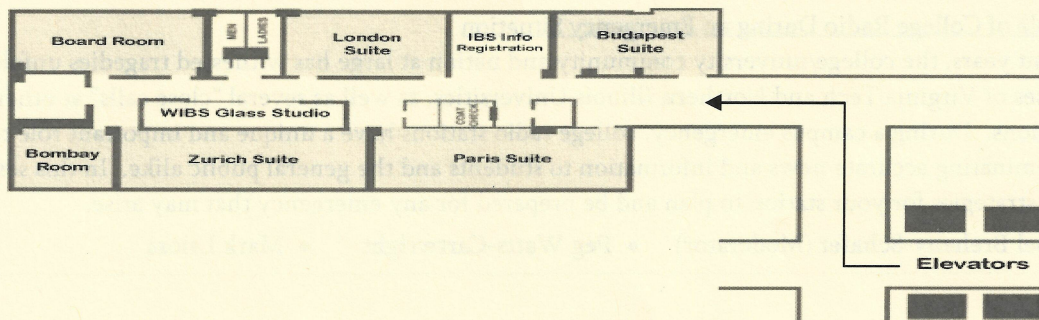
Friday, March 6th • 12:00 - 12:20 PM

### Conference Overview

As an "early bird" attendee, here is your opportunity to speak with members of the IBS Board and staff about the conference program schedule. As experienced "conference-goers," your IBS colleagues can help your station and staff navigate the "ins and outs" of conference participation.

- ♦ **Norm Prusslin** (Facilitator)

### Hotel Pennsylvania • Map of the 6th Floor Conference Center







# IBS|2009

## National College Radio Conference • NYC

Friday, March 6th • 12:25 - 1:20 PM

ZURICH

### An Audience with...Tom Moon (Author, "1000 Recordings to Hear Before you Die")

Award-winning journalist, music critic, musician and writer Tom Moon is the author of "1000 Recordings to Hear Before You Die," a compendium of peak musical experiences from all genres and every corner of the earth. Meant to spark curiosity about all forms and genres of music, the book draws upon Moon's long career as a music critic and musician. Over the course of his career, Moon has interviewed such personalities as Beck, Madonna, Frank Zappa and Bruce Springsteen, has contributed to Rolling Stone, Spin and Vibe, and contributes to NPR's "All Things Considered." We are excited to welcome Tom to IBS 2009!

♦ Tom Moon

PARIS

### The Status of the Local Newsroom

What is the role of news—especially local news—in today's radio programming mix? What is the trend regarding the state of newsroom support across the country? Can college stations fill in the gap, and in return provide true local service to campus and off-campus listeners?

♦ Lisa Ritchie (Co-Facilitator) ♦ Tim Scheld (Co-Facilitator)

LONDON

### Creating Award-Winning Production

Now that you've learned the basics of radio production, it's time to take your skills to the next level. In this session, you will learn how to take everyday material and turn it into award-winning production. The session will include discussion of integrating controversial content into public service announcements.

♦ Shawn Novatt (Moderator) ♦ Jesse Yemma

♦ Junico "Nico" Simino

BUDAPEST

### Radio Drama and Documentaries: A Hands-on Workshop

Join our talented group of panelists and learn how to use the resources of the college community to produce special, quality, and educational radio drama and documentary programs. The session will include a discussion about the status of spoken word radio in 2009. Enjoy a special radio drama tribute to the late Irwin Gonshak, of the Writers' Guild of America East and longtime supporter of IBS.

♦ Anita Michaels (Moderator) ♦ Dale Burley

♦ Chad Bernhard ♦ Rob Hagen

BOARD

### Making the Magic: A Creativity Workshop

This annual session gets to the heart of what made radio unique and important to listeners in the first place...so many years ago. In this era of an ever-expanding media "pie," radio, through the effective use of sound and imagination, remains the most magical of media. Len Mailloux will charge your creative juices...long enough for you to return home to inject your energy and enthusiasm into the hearts and minds of your station colleagues. Make the magic!

♦ Len Mailloux

BOMBAY

### The Role of College Radio During an Emergency Situation

In recent years, the college/university community and nation at large has witnessed tragedies unfold on the campuses of Virginia Tech and Northern Illinois Universities, as well as several "close calls" at other institutions. During a campus emergency, college radio stations have a unique and important role to play in disseminating accurate news and information to students and the general public alike. In this session, discuss strategies for your station to plan and be prepared for any emergency that may arise.

♦ Isobel Breheny-Schafer (Moderator) ♦ Peg Watts-Cartwright ♦ Mark Laiosa



Alec David Richard Mike Tom E. Michael Margo Mel



# IBS|2009

## National College Radio Conference • NYC

Friday, March 6th • 1:30 - 2:25 PM

### The Future of Music and the Music Industry

The music industry is evolving, due to factors internal to the field, and from external pressures and influences. Is there agreement as to what is meant by the "music industry" today? What impact do new technology, audience taste and preference, artist creativity, and economics/business models have on defining the current and future music industry? Our distinguished panel will help us sort through the myriad of important and challenging issues being faced by the industry today.

- ◆ Denis McNamara (Moderator) ◆ David Gwiazdowski ◆ Rich L'Hommedieu
- ◆ Margo Drgos ◆ E. Michael Harrington ◆ Tom Moon
- ◆ Alec Foege ◆ Mike Kornfeld ◆ Mel Phillips

### The Seven Secrets of Show Prep: Revealed

This fast moving & fun session taps talents of three experienced broadcasters with proven paths to cool content for every show, PLUS, a discussion on how to learn from everyone else's on-air performances! Former air personality, talent coach and streaming expert Tom Zarecki joins Caroline Corley with her two years on-air at Sirius Satellite XM Radio and decades nationwide (while interviewing dozens of rock stars); and Kwame Dankwa, still in his 20's, yet currently holding FIVE part-time radio jobs. Tips & tricks, ideas & insight on WHAT to say and HOW to say it.

- ◆ Tom Zarecki (Moderator) ◆ Caroline Corley ◆ Kwame Dankwa

### Staff Building, Recruitment and Training

One of the challenges facing college radio stations is how to recruit and train new staff members. Whether your station is student-only or is also open to non-students, getting and retaining dedicated staff is important to its survival. A good training program will help ensure that all the good work you're doing at your station will be carried on. In this panel, learn ways to recruit, teach and mentor new staff.

- ◆ Isobel Breheny-Schafer (Moderator) ◆ Angela Criscoe ◆ Chris Sampson
- ◆ Natalie Camillo ◆ Jenn de la Vega ◆ Peg Watts-Cartwright

### HOT TOPIC: The Return of the Fairness Doctrine?

Recently, with a new administration taking over in Washington, talk has been heating up about the potential return of the Fairness Doctrine, which would require licensed radio stations to present controversial issues of public importance in a manner that is "honest, equitable, and balanced." This, along with the "Equal Time" rule, was FCC policy until 1987. The likelihood of the Fairness Doctrine becoming law again, and the potential implications for broadcasters, will be discussed.

- ◆ John Murphy (Moderator) ◆ Laura Deen Johnson ◆ Allen Myers

### Why Media Policy Matters to Media Makers: An Audience with Free Press

Do you know that there are several important battles raging in Washington D.C. right now that will determine the future of our radio stations, our airwaves and our Internet? Media makers need to understand media policy and how it impacts the ways we communicate and our work in broadcasting. In this session, we'll look at the issues coming up in Congress and the FCC, find some good sources of media news, and listen to real examples of how policy wonkiness is transformed into compelling news.

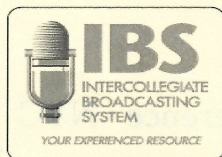
- ◆ Stevie Converse (Facilitator)

### Broadcast Writing Workshop

It is said that great radio programming starts and ends with great writing. This session will focus on tried-and-true methods of writing for radio, along with newly developed tips and techniques that will help your station's air sound stand out from your "competitors" on the dial. This session will also teach your staff skills that can be used "post-college," within or beyond the broadcast industry.

- ◆ Len Mailloux (Facilitator)





# IBS|2009

## National College Radio Conference • NYC

**Friday, March 6th • 2:40 - 3:35 PM**

ZURICH

### Music Licensing, Copyrights and Royalties

College radio stations must follow many of the same regulations and practices as do commercial radio stations when it comes to music licensing and copyright requirements. Our IBS guest speaker experts will lead the discussion, provide background on the topic, and discuss the latest updates regarding royalty payments which all college and high school radio stations and webcasters must be aware of!

- ◆ Fritz Kass (Moderator)
- ◆ Bruce Colfin
- ◆ Kim Jackson
- ◆ Fred Benenson
- ◆ Mark Graham
- ◆ Asad Jaferi

### Radio 2009: The State of the Medium

Radio, as we know it, is in for major changes in the future. New methods of delivering programming to listeners can bypass local stations. HD and Satellite radio offer multiple channels and digital audio quality, and what about webcasting and cell phones? Remember what FM did to AM? This time, the changes will be greater and more rapid. Where is it all going, and what will it mean for your station?

- ◆ Chuck Platt (Moderator)
- ◆ Laura Deen Johnson
- ◆ Mel Phillips
- ◆ Jeremy Coleman
- ◆ Denis McNamara
- ◆ Joe Rock
- ◆ Alec Foege
- ◆ Allen Myers
- ◆ Tim Scheld

PARIS

LONDON

### Station Relations with your Campus and Community

A broadcast license requires you to serve your community. If your school/college is the licensee, they are ultimately responsible for its operation and programming. What lines of communication exist between the station and the administration? How can you create understanding and support before a crisis? How can you build a stronger relationship with your campus and off-campus communities and the listeners at large?

- ◆ John Murphy (Moderator)
- ◆ Evan Johnson
- ◆ Cedric Watson
- ◆ Isobel Breheny-Schafer
- ◆ Vincent Quatroche
- ◆ Tess Cooper
- ◆ Ben Shaiken

BUDAPEST

### Public Affairs Programming and your Station

From local productions to nationally syndicated shows, college and school stations are producing and carrying a diverse array of excellent information-oriented programs. Our panel of producers will discuss ideas and solutions to bolster your station's news/public affairs programming efforts.

- ◆ David North (Moderator)
- ◆ Sara Fusco
- ◆ Bill McNulty
- ◆ Doug Echols
- ◆ Bruce Alan Martin
- ◆ Peg Watts-Cartwright

BOARD

### HD Radio and your Station

Just what is HD (High Definition) radio? This new digital broadcasting technology promises great improvements in sound quality, as well as the capability to broadcast additional stations on the same frequency. Learn more about the technology and how your station can implement it.

- ◆ Tom Gibson (Moderator)
- ◆ Tom Ray
- ◆ Jeff Smith

BOMBAY

### Harnessing Web 2.0 at your Station

The innovations of Web 2.0 and the open source movement provide new and exciting opportunities for radio stations and programmers to promote themselves and their work. From setting up a blog or RSS feed for your station, distributing your podcast, or increasing your website's interactivity, this session will give you the tools and knowledge you need to embrace the powers of this new technology.

- ◆ Shawn Novatt (Moderator)
- ◆ Alvin Clay
- ◆ Andrew Budd
- ◆ Eric doormouse Peltier

Paley Center for Media tour departs at 2:30 PM from the registration area. More details on the back page.



Emmanuel

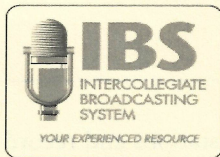
Andy

Andalusia

URSULA

Bill McNulty

Delphine



IBS|2009

National College Radio Conference • NYC

Friday, March 6th • 3:50 - 4:45 PM

ZURICH

Using CMJ to Improve your Station

The CMJ Network connects music lovers with the best in new music through print, interactive media and events. CMJ.com, CMJ Music Monthly, CMJ New Music Report/Alert, CMJ Events and the CMJ Directory are only some of the services that the CMJ Network provides to the music and the college radio communities. This session is an opportunity for you to meet and speak with CMJ representatives!

- ♦ Lisa Hresko (Facilitator)

PARIS

An Audience with...Jonathan Clarke, Marc "The Cope" Coppola and Maria Milito of Q104.3

Q104.3 is the most listened to classic rock radio station in America, boasting a "who's-who" of acclaimed broadcasters, including Marc Coppola (Saturday evenings from 7 PM-midnight), Maria Milito (weekdays from 9 AM to 2 PM) and Jonathan Clarke (Sunday evenings from 7-10 PM). Join them as they share their experiences as longtime radio personalities, discuss the state of classic rock and classic rock radio today, and focus on what makes for great on-air announcing and voiceover skills!

- ♦ Jonathan Clarke
- ♦ Marc "The Cope" Coppola
- ♦ Maria Milito

LONDON

FCC Rules YOU Need to Know

Join communications analyst Allen Myers as he discusses FCC regulations as they pertain to the licensing and operation of your college/school radio station, and answers your questions. *1st of 2 sessions.*

- ♦ Allen Myers (Facilitator)

BUDAPEST

Community & LPFM Radio in 2009

In this era of consolidation and mega-mergers in media, college radio and community radio, in the broadest sense of identity, is more critical to our lives as intelligent listeners than ever before. The efforts of many of the national, regional and local community and LPFM radio stations and organizations will be discussed at this timely panel.

- ✓ Bill McNulty (Moderator)
- ✓ Delphine Blue
- ✓ Emmanuel Goldstein

- ✓ Andy Gunn
- ✓ Andalusia Knoll
- ✓ Anthony Riddle

- ✓ Ursula Ruedenberg

not here

BOARD

College Radio Station Managers

At the local college station, the "buck stops here!" There is no equivalent student organization leadership experience on campus similar to that of serving as a station manager. This session serves as an opportunity for managers to discuss the myriad of issues facing college radio operations today.

- ♦ Isobel Breheny-Schafer (Moderator)
- ♦ Lauren Dalton
- ♦ Ben Shaiken
- ♦ Jim Blanchard
- ♦ Danielle Paperno
- ♦ Peg Watts-Cartwright
- ♦ Bayley Brown
- ♦ Vincent Quatroche

BOMBAY

Everything you Wanted to Know About...Satellite Radio

Representatives from Sirius XM Satellite Radio will present an overview of this evolving service. Find out what they have to offer their listeners and what impact the recent merger of Sirius and XM might have on the future of this medium, for your station, and for listeners.

- ♦ Jeremy Coleman (Moderator)
- ♦ Steve Blatter
- ♦ John Chou





# IBS|2009

## National College Radio Conference • NYC

Friday, March 6th • 5:00 - 5:55 PM

### Radio and Record Company Relations

This annual conference highlight session focuses on ways for college radio stations and record companies to establish productive and long-lasting working relationships. IBS welcomes many of the nation's leading record company representatives to this panel. *1st of 2 sessions.*

- |                                    |                    |                 |
|------------------------------------|--------------------|-----------------|
| ◆ Suzanne McGillicuddy (Moderator) | ◆ Natalie Camillo  | ◆ Sean Holloran |
| ◆ Scott Barkham                    | ◆ Mark Carpentieri | ◆ Robby Morris  |
| ◆ Sterling Berliant                | ◆ Mike Eaton       | ◆ Rew Starr     |
| ◆ Paul Burgess                     | ◆ Guy Eckstine     |                 |

### Dance Music: When Commercial is NOT Commercial

Wildly popular around the world, dance music's popularity continues to grow in the United States as well. Join some of the most recognizable names in dance music, including Lucas Prata and Chris "The Greek" Panaghi, for an exciting discussion about their careers and experiences in dance music, the current state of the dance music genre, and the efforts to increase the visibility of the music nationwide.

- |                             |                 |                             |
|-----------------------------|-----------------|-----------------------------|
| ◆ Brett Holcomb (Moderator) | ◆ Lucas Prata   | ◆ Chris "The Greek" Panaghi |
| ◆ Kris Henderson            | ◆ John Parker   | ◆ Cary Vance                |
| ◆ George Hess               | ◆ Mike Rizzo    |                             |
| ◆ Jeannie Hopper            | ◆ Tony Santiago |                             |

### Social Networking and College Radio

College and high school stations are finding creative ways to integrate Facebook, MySpace, YouTube, imeem, and other social networking websites into their programming, marketing and outreach efforts. Share your ideas and experiences!

- |                                |                          |                  |
|--------------------------------|--------------------------|------------------|
| ◆ John Rosenfelder (Moderator) | ◆ Eric Gottlieb          | ◆ Jeremy Swiger  |
| ◆ Leo Borovskiy                | ◆ Evan Johnson           | ◆ Jennifer Waits |
| ◆ Trudi Schifter               | ◆ Eric doormouse Peltier |                  |

### Radio Revamped: How Radio Can Embrace Digital by Working with New Media Businesses

Digital media has affected all areas of entertainment, including radio. Given the state of the industry, radio is on the brink of revolutionizing the traditional listener experience by embracing new media, including video, podcasts, HD formats and direct to consumer sales. In this discussion, featuring panelists from Uncensored Interview, Musebin, Amie Street and NY:MIEG, we explore how radio can partner with new digital businesses and recapture the full entertainment experience for music listeners.

- |                          |                   |                |
|--------------------------|-------------------|----------------|
| ◆ Bill Sobel (Moderator) | ◆ Greg Galant     | ◆ Scott Robbin |
| ◆ Marisa Bangash         | ◆ Lucas Hrabovsky |                |

### Building your News and Information Image

How do you cover news in your community? How does it get written and delivered on air? Do you use locally-gathered sound in your newscasts, and if so, how does it fit in with your news copy? Who reads your newscasts...the person who writes them, or an announcer? Learn ways to integrate local news into your programming.

- |                            |                 |
|----------------------------|-----------------|
| ◆ Lisa Ritchie (Moderator) | ◆ Sean Caldwell |
| ◆ Amy Andrieux             | ◆ David North   |

### The Role of Faculty Advisers

A good faculty adviser can be an important asset to any school/college radio station. Join our experienced panel to review what role an adviser should play in serving the station, students, and the institution.

- |                           |                    |                      |
|---------------------------|--------------------|----------------------|
| ◆ Chuck Platt (Moderator) | ◆ David J. Fabilli | ◆ Laura Deen Johnson |
| ◆ Isobel Breheny-Schafer  | ◆ Robert Herklotz  | ◆ John Murphy        |





# IBS|2009

## National College Radio Conference • NYC

Friday, March 6th • 6:10 - 7:05 PM

ZURICH

### Radio and Record Company Relations

This annual conference highlight session focuses on ways for college radio stations and record companies to establish productive and long-lasting working relationships. IBS welcomes many of the nation's leading record company representatives to this panel. *2nd of 2 sessions.*

- ♦ Suzanne McGillicuddy (Moderator)
- ♦ Stevie B
- ♦ Scott Barkham
- ♦ Sterling Berliant
- ♦ Mark Carpentieri
- ♦ Mike Eaton
- ♦ Guy Eckstine
- ♦ Sean Holloran
- ♦ Jen Marmor
- ♦ Hector Montes
- ♦ Caleb Shively

PARIS

### Podcasting: A Creative Overview

This session will acquaint you with this rapidly developing technology and concept, and discuss ways in which your station can conceptualize, produce, program and promote podcasts and integrate them into its programming and publicity efforts.

- ♦ Richard Arfin (Moderator)
- ♦ Andrew Budd
- ♦ Rew Starr
- ♦ Mark Wood
- ♦ Anthony Zaragoza

LONDON

### Publicity, Marketing and Promotions

The radio industry today is more dependent on creative and skilled promotions, publicity and marketing staff than ever before. In this session, panelists from both college radio stations and the professional workplace will help you plan to position your station for maximum success and listenership.

- ♦ Rich Koch (Moderator)
- ♦ Jeff Benvenuti
- ♦ Eric de Fontenay
- ♦ Mike Kornfeld
- ♦ Shawn Novatt
- ♦ Mike Smylie

BUDAPEST

### Station Finances: How Do We Get More Money?

During difficult economic times, non-commercial and college stations face increased difficulties in raising money and meeting their fundraising goals. This session provides an overview on what college radio stations can do to raise more money, and how to operate on a shoestring budget.

- ♦ John Murphy (Moderator)
- ♦ Ben Shaiken
- ♦ Chris Thomas

BOARD

### Engineering for Non-Engineers

You're holding down the late-night shift and suddenly you are off-the-air...or you are out in the field on a remote broadcast, and your link to the studio goes dead. This "beginner" session will help to demystify terminology of the "techie" world and help you gain a better understanding of radio engineering and technology, so that you will be prepared for any situation which may arise.

- ♦ Tom Gibson (Moderator)
- ♦ Tom Ray
- ♦ Jeff Smith

BOMBAY

### Political & Election Coverage and College Radio

College and non-commercial radio plays an important role in providing an outlet to multiple voices and sources of information that may not be found elsewhere on the dial. One of the ways in which this is accomplished is through political and election/campaign coverage. This panel will discuss how to most effectively incorporate coverage of political issues and electoral races into your station's programming, as well as tips, tricks and advice for interviewing elected officials and candidates for office.

- ♦ Michael Nevradakis (Moderator)
- ♦ Sean Caldwell
- ♦ Bruce Alan Martin
- ♦ Bill McNulty
- ♦ Alexandra Zimmermann

Rock Annex tour departs at 6:10 PM from the registration area. More details on the back page.





# IBS|2009

## National College Radio Conference • NYC

Friday, March 6th • 7:20 - 8:15 PM

### Musicians Showcase: An Audience with the Bands (Part I)

IBS is proud to welcome some of today's hottest young bands, artists and musicians for a panel discussion dedicated solely to them and their work. Spanning many genres and styles of music, this is your chance to learn about their music, careers and much more! *1st of 2 sessions.*

- ◆ Jill Morrison (Co-Moderator)
- ◆ Patrice Zapiti (Co-Moderator)
- ◆ Larry Brittain (The Brewflies)
- ◆ Eljuri
- ◆ John Ford
- ◆ Lion of Ido
- ◆ Ian Lloyd
- ◆ Mother F'Nature
- ◆ RewBee
- ◆ Social Hero
- ◆ Swear On Your Life
- ◆ The Bride Wore Black
- ◆ Alex Tween (The Forms)
- ◆ Tuff Lion

### An Audience with...the Staff of Democracy Now!

As fewer and fewer corporations gain control of the media in the United States and beyond, the importance of independent media as outlets for discussing diverse views becomes ever more vital. Democracy Now! airs on hundreds of radio and television stations in the U.S., including numerous non-commercial and college stations.

- ◆ Clara Ibarra
- ◆ Yaniv Kleinman
- ◆ Danny Valdes
- ◆ Tasia VanderVegt

### Is it Appropriate? Indecency and Obscenity in Today's Radio Environment

After the well-publicized Janet Jackson and Don Imus incidents, the issue of indecent and obscene material on the airwaves has become more prevalent than ever. With no "clear line" rule as to what is and what isn't acceptable, stations often rely on precedent and their own discretion to avoid risking a hefty fine. Join our panel for a discussion of how to balance your programming needs with FCC policy.

- ◆ Eleanor Lackman (Facilitator)
- ◆ Mark Akner
- ◆ Evan Johnson
- ◆ Chris Sampson

### Beyond Radio: Using New Technology to Become a Media Content Provider

This session will provide an overview of new innovations in the world of technology and telecommunications. Our panel of experts in the field will discuss ways in which college radio stations and programmers can best utilize the range of technological options available to them to become more than just a radio station, but a media content provider.

- ◆ Denis McNamara (Moderator)
- ◆ Leo Borovskiy
- ◆ Andrew Budd
- ◆ Alvin Clay
- ◆ Eric de Fontenay
- ◆ Eric doormouse Peltier

### Equipment Purchasing Decisions

Station budgets are tight. How can you plan for and choose from the various equipment options and offerings that are available? This session will help you set equipment purchasing priorities for your station.

- ◆ Tom Gibson (Moderator)
- ◆ Tom Ray
- ◆ Jeff Smith

### High School Radio Workshop

This session focuses on the many pertinent issues and challenges facing high school radio stations today, including programming, management, engineering, staffing and more! Your panelists are experienced in both the academic and professional broadcast environments. If you are a high school student or station adviser...this session is for you!

- ◆ Chris Thomas (Moderator)
- ◆ Richard Hill
- ◆ David North
- ◆ Jared Lasky
- ◆ Shawn Novatt





# IBS|2009

## National College Radio Conference • NYC

Friday, March 6th • 8:20 - 9:15 PM

ZURICH

### Meet-and-Greet with Today's Hottest Bands and Artists

This is YOUR opportunity to meet, mingle, interact and network one-on-one with some of today's hottest young bands, artists and musicians, spanning a variety of genres and styles of music, in a relaxed and casual atmosphere. *1st of 2 meet-and-greets.*

PARIS

### Meet-and-Greet with Record Label Representatives and Promoters

This is YOUR opportunity to meet, mingle, interact and network one-on-one with representatives from numerous major and indie record labels, music promoters and other personalities from the music industry, in a relaxed and casual atmosphere.

LONDON

### Reggae: A Musical Genre and a Soundtrack for Action

Reggaeton, Dancehall, Rockers, Dub. Mix in a dash of politics, culture and a panel of experts, and you have a session that "takes it to the streets." Join this discussion with experienced reggae music programmers and activists, and learn more about the issues and challenges facing this genre today.

- |                                 |                    |               |
|---------------------------------|--------------------|---------------|
| ♦ Lister Hewan-Lowe (Moderator) | ♦ Mark Jacobson    | ♦ Frank Trutt |
| ♦ Lea Boss                      | ♦ Garland Jeffreys | ♦ Tuff Lion   |
| ♦ Randall Grass                 | ♦ Pat McKay        |               |
| ♦ Randall Grass                 | ♦ Roger Smith      |               |

BUDAPEST

### Scheduling Marathon Programming

One of the notable programming features of many college radio stations are special "marathon" programs and features. Often aired in conjunction with station fundraisers and radiothons, marathons are a great way for your station to gain publicity, produce creative and unique programming, and potentially raise money. Join our panel of seasoned programmers for a session discussing the practicalities of scheduling and airing marathon broadcasts and ideas for special music and spoken word marathons for your station.

- |                            |             |                 |
|----------------------------|-------------|-----------------|
| ♦ Chris Thomas (Moderator) | ♦ Andy Boyd | ♦ Kayla Seybert |
|----------------------------|-------------|-----------------|

BOARD

### IBS Student Radio Network by Backbone (IBS SRN): Information Session

Join the discussion as IBS staff discusses the IBS Digital Radio Network, an exciting new service brought to you in conjunction with Backbone, using its advanced client-server radio software to enable school/college stations to syndicate live and produced radio programming among member stations, and to access a vast amount of royalty-free programming from numerous worldwide resources. *1st of 2 sessions.*

- |                  |                |
|------------------|----------------|
| ♦ George Capalbo | ♦ Paul Kamp    |
| ♦ Rich Cerny     | ♦ Len Mailloux |

BOMBAY

### Youth Radio: Reaching Out to the Youngest Listeners

Far from being exclusively an "adult" domain, radio is a medium which has the potential to captivate audiences of all ages. This panel explores the many ways in which you can work with the next generation of radio listeners (and programmers!). Panelists will include media instructors who have produced youth radio for local broadcast radio, as well as producers of music and programming for younger listeners.

- |                            |                |                |
|----------------------------|----------------|----------------|
| ♦ Richard Hill (Moderator) | ♦ Pat Gesualdo | ♦ Mike Soloway |
|----------------------------|----------------|----------------|

Join us again tomorrow starting at 9:30 AM for more panels, sessions and workshops, as well as our studio tours of local radio stations (Z100, 103.5 KTU, Q104.3, Power 105.1 and Lite FM), and the broadcast facilities atop the Empire State Building!

Each tour lasts 45-50 minutes plus transportation time.

Further tour details are on the back page of the program!





# IBS|2009

## National College Radio Conference • NYC

**Saturday, March 7th • 9:30 - 10:25 AM**

ZURICH

### Radio on the Tube? Working with Public Access and College Television Stations

More and more radio stations are finding diverse mediums of delivering and complementing their programming, in addition to just radio. From public access television shows to working with your campus TV station, there are many options for your station to start producing great television as well as radio!

- ♦ Leo Borovskiy (Moderator) ♦ Jesse Colaizzi ♦ Peg Watts-Cartwright

PARIS

### Morning Show Production and Preparation

A high-energy, well-produced and fast-moving morning show is the key to success for most commercial radio stations. In this session, college stations can learn many of the tricks of the trade, including how to produce a high-quality morning show that will draw more listeners to your station.

- ♦ Shawn Novatt (Co-Facilitator) ♦ Lisa Ritchie (Co-Facilitator)

LONDON

### Audio Theater as a Springboard to Creative Audio Production

Join this panel of award-winning radio drama, arts and audio theater program producers to learn how to maximize the wealth of possibilities within the audio medium, whether delivered by traditional radio broadcasting or via other delivery methods and streams. They will share examples of their work and engage you to think "out of the box"...creative radio without limits!

- ♦ Sue Zizza (Moderator) ♦ Lucien Dodge  
♦ Jerome Coopersmith ♦ Dave Shinn

BUDAPEST

### FCC Rules YOU Need to Know

Join communications analyst Allen Myers as he discusses FCC regulations as they pertain to the licensing and operation of your college/school radio station, and answers your questions. *2nd of 2 sessions.*

- ♦ Allen Myers (Facilitator)

BOARD

### Voice Workshop

When you are on the air, your voice and presentation are your "calling cards." You may have the most amazing music to program, or the timeliest topics to discuss, but, if you cannot communicate effectively, your hard work and best intentions are for naught. Vocal hygiene, management, and awareness will be discussed as well as announcing tips to consider prior to, during, and following your radio show.

- ♦ Mary Anne Devine (Facilitator)

BOMBAY

### Community College Station Workshop

Here is your opportunity to discuss the challenges of operating a college radio station at a two-year campus. Staff recruitment, staff turnover, fundraising, station publicity and visibility are some of the many issues which will be discussed, as well as how your station can better serve students at your community college and the surrounding community at large.

- ♦ Rob Herklotz (Co-Facilitator) ♦ Chuck Platt (Co-Facilitator)

Empire State Building tour departs at 9:30 AM from the registration area. More details on the back page.



Rew

JP

Prody

Steven Peter Jan



# IBS|2009

## National College Radio Conference • NYC

**Saturday, March 7th • 10:35 - 11:30 AM**

ZURICH

### The Future of Radio: An Audience with Holland Cooke and Michael Harrison

Right now, we are witnessing no less than a societal migration from broadcast to broadband consumption of information and entertainment content. Is radio "a mature industry?" No question! But would you rather be a newspaper? Or a record label? When it comes to multi-platform publishing, radio has a unique and measurable advantage over all other "old media." In this session, we will explore where radio is today and where the industry is headed in the future. Holland Cooke is news/talk consultant for McVay Media, radio's largest program consulting firm. Michael Harrison is publisher of "Talkers Magazine," the bible of talk radio and new talk media. IBS is proud to welcome Holland and Michael to this year's conference!

- ◆ Holland Cooke
- ◆ Michael Harrison

PARIS

### Independent Labels and your Station

What is an independent label in the year 2009? How does your station interact with label representatives, artists and bands? What roles are the new delivery systems for music playing for the future of independent music worldwide? Here is your chance to discuss these pertinent issues with representatives from independent record labels.

- ◆ Rick Eberle (Moderator)
- ◆ Jenn de la Vega
- ◆ Scott Kuchler
- ◆ JP Blues
- ◆ Peter Field
- ◆ Rew Starr
- ◆ Ashley Davis
- ◆ Sean Holloran
- ◆ Steven Velardo

LONDON

### Improve your Story Telling through Sound Design

Effective audio storytelling uses "all of the medium." This session will discuss how to use the sound design elements of voice, sound effects and music to enhance your scripts.

- ◆ Sue Zizza (Moderator)
- ◆ Lucien Dodge
- ◆ Dave Shinn

BUDAPEST

### Conducting a Great Interview

The art of a great interview is as timeless as the medium of radio itself, one which is particularly engaging for the listener. Learn how to secure interviews with notable personalities, effectively prepare for an interview, how to ask the right questions, and how to improve your on-air presentation with our panel of experienced radio programmers and interviewers.

- ◆ John Ottaviano (Moderator)
- ◆ Leonard Lopate
- ◆ Peg Watts-Cartwright
- ◆ Sara Fusco
- ◆ Matt Mankiewicz
- ◆ Vic Fusco
- ◆ Mort Mecklosky

BOARD

### Researching and Building your Listener Base: An Audience with the Radio Research Consortium

Far from being the exclusive domain of commercial radio stations, ratings data can help college and non-commercial stations learn who their programming is...and isn't...reaching. Learn more about how ratings are measured, how audience research is performed, and how to expand your audience. Additionally, learn about the new "People Meter" (PPM) technology, what it means for how non-commercial radio stations are measured in the ratings, and how your station can implement this new technology.

- ◆ Dave Sullivan (Facilitator)

BOMBAY

### Classical Music and Creativity

Beethoven for brainiacs...and more! Classical music still has a home on college stations throughout the country. Find out how programmers are mixing traditional and contemporary classical pieces in formats that are certainly NOT the stereotype of your "parents' classical music!"

- ◆ Jeff James (Co-Facilitator)
- ◆ Mark Laiosa (Co-Facilitator)





# IBS|2009

## National College Radio Conference • NYC

### Saturday, March 7th • 11:45 AM - 12:40 PM

ZURICH

#### Featuring the Local Music Scene on your Station

This session will focus on the symbiotic relationship between college stations and the music scene in your community, and how to promote the local scene through your on-air and programming efforts.

- ♦ Rick Eberle (Moderator)
- ♦ Alvin Clay
- ♦ Mike Ferrari
- ♦ Peter Field
- ♦ Rich L'Hommedieu
- ♦ Phil Minissale
- ♦ Jeremy Swiger

PARIS

#### An Audience with the Pros: On-Air Personalities Roundtable

Join this panel of distinguished and experienced radio personalities for a discussion on their careers as professional broadcasters and on-air personalities, their views on the radio/broadcasting industry, and their advice as to how to pursue and jump-start YOUR broadcasting career.

- ♦ Lisa Ritchie (Moderator)
- ♦ Delphine Blue
- ♦ Chris Booker
- ♦ Jack Kratoville
- ♦ Jerry Schaefer
- ♦ Race Taylor
- ♦ Ruby Tuesday

LONDON

#### Special Events, Programs and Projects for your Station

Nowadays, many college radio stations are more than just broadcast operations. Many program and collaborate on concert production and presentation, others interact regularly with local music associations and organizations, still others release their own CD's, while others have expanded their efforts to produce magazines or television programs. Our panelists will suggest ways that your station can become a "full service" music and entertainment provider for your campus and local community.

- ♦ Mary Anne Devine (Moderator)
- ♦ Jim Faith
- ♦ Evan Johnson

BUDAPEST

#### Around the World in 60 Minutes: Global and International Music

In recent years, college stations have been presenting increasing amounts of music from all over the world. What was once music earmarked for "specialty show" status is now a staple of college radio programming. Our panel of radio programmers, artists and singers-songwriters will take you on a whirlwind tour of the musical universe.

- ♦ Richard Segan (Moderator)
- ♦ Charles Blass
- ♦ Ashley Davis
- ♦ Eljuri
- ♦ Angela Hoffstuler
- ♦ Jeff James
- ♦ Patrick O'Conner
- ♦ Tuff Lion

BOARD

#### Carrier-Current, Cable FM and Other Alternatives to Licensed FM

Can't get a non-commercial FM frequency in your town or city for your school/college station? Learn about alternative methods of delivering your station's audio and programming to your target audience.

- ♦ Tom Gibson (Moderator)
- ♦ Frank Burgert
- ♦ Tom Ray
- ♦ Ed Schwartz
- ♦ Marko Srdanovic

BOMBAY

#### Science Reporting on the Radio

Coverage of scientific issues on the radio is becoming increasingly popular. Whether you are reporting on health care issues, global warming, weather, natural disasters, or other scientific discoveries or phenomena, effective and creative scientific reporting can engage the listener and expand their minds. Join our panel of seasoned science programmers for a discussion about this fascinating topic.

- ♦ Dustin Herlich (Moderator)
- ♦ Lisa Busch
- ♦ Rohan Perera

Z100/103.5 KTU/Q104.3 /Power 105.1/Lite FM studio tour departs at 11:30 AM from the registration area.

More details on the back page.





# IBS|2009

## National College Radio Conference • NYC

### Saturday, March 7th • 12:45 - 1:15 PM: IBS 30-MINUTE MINI SESSIONS!

#### An Audience with Chris Booker of 92.3 K-Rock!

Chris Booker's broadcasting career began at WOMP in Wheeling, WV, while attending West Liberty State College. After on-air stints in Myrtle Beach, Kansas City and Pittsburgh, Booker was hired to do evenings on 92.3 K-Rock in NYC in 1996. Since then, his career has branched out into television, first as a VJ on MTV2, then as a reporter for "Entertainment Tonight," VH1, and finally as the host of "What's on DVD?" on the TV Guide Channel. After leaving NYC for Philadelphia in 2006 to host Q102's morning show, Booker returned to NYC and afternoons on K-Rock in 2008, while continuing his appearances on TV. We are excited to welcome Chris Booker to IBS 2009!

♦ Chris Booker

#### Student Media Leadership Workshop

Being a club/organization officer, editor, director or manager involves more than being able to achieve goals set for yourself: you need to set goals for your entire organization. Here are some tips for effectively leading your media organization to achieve its objectives and how you can go from being one of the staff to leading your organization.

♦ Isobel Breheny-Schafer (Facilitator)

#### BeGreenRadio: An Introduction

Along the lines of science radio, the concept of "green-centric" radio is being explored. This session will introduce you to a non-for-profit organization called "BeGreenRadio," whose goal is to share information and news about being green. With environmental issues at the forefront, the public needs to know what the goals are locally, regionally, nationally, and globally. Non-commercial radio, is poised to play a big part in disseminating the immense amount of green information that is available. BeGreenRadio.org aims to launch a syndicated sixty second radio series later this year. In this session, we seek to gauge the interest of IBS member stations and radio individuals in participating in this timely production.

♦ Frank Burgert (Facilitator)

#### Free Networking Session!

Here is your opportunity to "hook up" and meet with your colleagues from other stations. No moderators, no facilitators, just a chance to network, or to get contact information from friends you've made during the conference weekend, and, perhaps, to make plans for your night out.

#### Résumé Tips, Tricks and Advice

Here is your opportunity to network and get to know representatives from radio stations, broadcasters, record labels, promoters and others, who will outline important tips, tricks and advice for creating an effective resume, preparing for a job interview, and making a great first impression to prospective employers.

♦ Steve Krakauer

♦ Lisa Ritchie

♦ Bob Taylor

#### IBS Aircheck and Station Critiques

Have an aircheck? Here is YOUR opportunity to have your work reviewed and to get advice, suggestions, and constructive criticism about your on-air work and station sound.

♦ Len Mailloux



Natalie

Angelo

Gabz

Ben  
↓  
WTHUS

Chris  
↓  
WTHUS



IBS|2009

National College Radio Conference • NYC

Saturday, March 7th • 1:20 - 2:15 PM

ZURICH

Careers in Media and Broadcasting

The options for careers in communications extend well beyond the broadcast industry itself. This session will explore and discuss careers in traditional broadcasting/media environments, as well as in some of these career alternatives, particularly in light of developing technology and the changing regulatory climate.

- ◆ Bob Taylor (Moderator)
- ◆ Ed Berenhaus
- ◆ Leo Borovskiy
- ◆ Nick Brewer
- ◆ Steve Krakauer
- ◆ Andrea Lebedinski
- ◆ Lisa Ritchie
- ◆ Jeff Smith
- ◆ Ned Steele
- ◆ Mark Wood

PARIS

An Audience with...Oteil Burbridge of the Allman Brothers Band

A bass master of jam band-style funk, rock, blues and jazz, Burbridge first emerged as a founding member of "Aquarium Rescue Unit," a group that recorded their first album in the early '90s. In 1997, he replaced bassist Allen Woody in the Allman Brothers Band. Burbridge has also contributed to recordings by Gregg Allman, Victor Wooten, Trey Anastasio and Jon Fishman of Phish, to name a few. In addition to touring with the Allman Brothers Band, Oteil has formed his own band, "Oteil and the Believers," which has released three albums since its debut in 2000. IBS is excited to welcome Oteil to Conference '09!

- ◆ Oteil Burbridge
- ◆ Norm Prusslin (Facilitator)

LONDON

You Have a Website. Now What? Web Design and Content Workshop

Today, a radio station's online presence is just as vital as its on-air presence. Developing an informative, attractive and easy-to-navigate website will attract more listeners to your station, and allows stations to supplement their on-air sound. If your station has a great website that draws listeners 24/7, or you are investigating the various ways to get your site up-and-running, you should not miss this workshop!

- ◆ Shawn Novatt (Moderator)
- ◆ Alvin Clay
- ◆ Jack Kratoville
- ◆ Halley Miller
- ◆ Anthony Zaragoza

BUDAPEST

College Radio Station Program Directors

The college station program director has to be a multi-talented individual...able to coordinate and operationalize a working program schedule while dealing with the day-to-day demands of staff issues and listener requests and expectations. At stations with a professional or faculty General Manager, the program director is oftentimes the highest-ranking student "officer," leading to a myriad of other pressures and demands. This session is your opportunity as a program director, or as an incoming PD for next year, to discuss issues with your peers.

- ◆ Ben Shaiken (Moderator)
- ◆ Natalie Camillo
- ◆ Angelo Cannella
- ◆ Gabz Ciofani
- ◆ Chris Sampson

BOARD

Creating Powerful Radio: An Audience with Valerie Geller

Valerie Geller's work is based on three things: 1. Tell the truth; 2. Make it matter; 3. Never be boring! Learn proven methods used by top stations to get, keep and grow your audience, using powerful techniques to ensure your content is unique, compelling, entertaining, informative, inspiring, persuading and engaging.

- ◆ Valerie Geller (Facilitator)

BOMBAY

Commercials and Advertising: Strategies and Solutions

This session will discuss how to find advertisers, how to get their money, and the steps to retain their business year after year. Topics such as setting rates, producing spots and career opportunities in radio sales and management are some of the ideas covered in this session.

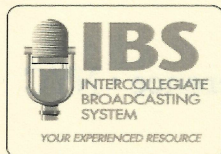
- ◆ Roy Zeidman (Facilitator)



SHAWN

Ken Tankel

Trudi Andrew Davis Anthony George Mark

Ken  
Freedman

IBS|2009

National College Radio Conference • NYC

Saturday, March 7th • 2:30 - 3:25 PM

ZURICH

An Audience with...Broadway Bill Lee of WCBS-FM

Broadway Bill Lee's award-winning on-air career spans four decades, starting in Hartford in 1972 and moving on to stations in San Francisco, Minneapolis and Denver before coming to the Big Apple. Today, Broadway anchors afternoon drive and Saturday middays on WCBS-FM in NYC, and hosts mornings for on "Fifties on Five" on Sirius XM Radio. IBS is pleased to welcome Broadway Bill Lee back to Conference '09.

- ♦ Broadway Bill Lee

PARIS

Streaming, Webcasting and Archiving Workshop

More and more radio stations are streaming their programming online. Additionally, many stations have begun new internet-only webcasts, while others offer archived programs through their websites. Many stations also now use computers to digitally store their music and production library. This session provides ideas and tips on how to integrate webcasting and archiving into your station's programming efforts.

- ♦ Ken Freedman (Moderator)
- ♦ Denis McNamara
- ♦ Mark Wood
- ♦ Trudi Schifter
- ♦ Shawn Novatt
- ♦ Anthony Zaragoza
- ♦ Andrew Budd
- ♦ Ken Tankel

LONDON

Academic Planning for Media Career Choices

How do you identify and develop academic opportunities to prepare for media careers while you are still in college? How do internship programs work and how do you get to do real work and not just run errands? This session will give you valuable tips and suggestions for landing a great internship and bolstering your media-related academic credentials.

- ♦ David J. Fabilli (Moderator)
- ♦ Steve Krakauer
- ♦ Jesse Yemma
- ♦ Nick Brewer
- ♦ Andrea Lebedinski
- ♦ Patrice Zapiti

BUDAPEST

College Radio Station Music Directors

The college radio station music director is one of the keys to the station's on-air programming identity. From dealing with record labels and promoters, to bands and artists, to publications like CMJ, to playlist logging and charting, the music director has a diverse range of responsibilities. Here is your opportunity to discuss music programming and relations with labels, trade publications, and more!

- ♦ Brandon Sudol (Moderator)
- ♦ Kris Agathos
- ♦ Dave Zelonka

BOARD

FCC Q&A: How to Obtain a Broadcast License for your Station

Join us for a discussion on how your school can apply for and obtain an FM broadcast license, whether it is for a "full-power" FM station, an LPFM station, an AM station, a translator of an existing frequency or a signal booster.

- ♦ Laura Deen Johnson (Co-Facilitator)
- ♦ Allen Myers (Co-Facilitator)

BOMBAY

Software Solutions for the Production Director

Long-time radio production "ace" Alan Peterson facilitates this workshop. Widely recognized for his extensive writing about the radio production field, Alan's participation in Conference 2009 is a great opportunity for the production staff at your station to learn from one of the best in the industry.

- ♦ Alan Peterson (Facilitator)





# IBS|2009

## National College Radio Conference • NYC

**Saturday, March 7th • 3:40 - 4:35 PM**

ZURICH

### An Audience with...Singer-Songwriter Ellis Paul

Ellis Paul is one of the leading voices in American songwriting, whose music features an urban, literate, folk pop style. He has released 14 CDs, and recently explored new media avenues with a documentary/concert DVD called "3,000 Miles," and "Notes from the Road," a critically acclaimed book of poems and stories. In recent years, he has also toured with longtime friend Vance Gilbert, and to indulge his deep respect for American folk icon Woody Guthrie. We are proud to welcome Ellis Paul to IBS 2009!

- ◆ Ellis Paul
- ◆ Isobel Breheny-Schafer (Facilitator)

PARIS

### Hard and Loud Rock Programming

IBS conference hard & loud rock panels go back as far as the late 1960's (Blue Cheer...ROCKS!!!). At many stations, listener requests for the genre are at an all-time high. Take part in a session that promises to cut to the core of this still evolving format, and discuss emerging artists, airplay and more.

- ◆ Evan Johnson (Moderator)
- ◆ Eric doormouse Peltier
- ◆ Natalie Camillo
- ◆ Dan Rodriguez

LONDON

### Station Budgets and Finances

There's more to station budgets than simply finding money to spend, although that's certainly quite important in itself. You also have to plan and keep track of the spending, and lobby your school/university or student government (and possibly underwriters) for funds. If this all sounds easy, you're probably either doing it wrong, or you've been to this session at a previous national conference!

- ◆ Ben Shaiken (Co-Facilitator)
- ◆ Chris Thomas (Co-Facilitator)

BUDAPEST

### Production and Imaging: Broadcast Technique

Radio broadcast production equipment, software and technology are rapidly evolving. Is your radio station, and your staff, able to meet the demands of broadcast excellence and quality expected by listeners today? Are you using the new technology to help you create a "sound and image" for your station?

- ◆ Shawn Novatt (Co-Facilitator)
- ◆ Alan Peterson (Co-Facilitator)

BOARD

### Taking your Station Out of the Station: How to do a Remote Broadcast

New broadcast technology makes it easier than ever before to plan, schedule and program remote events and features. From sports to live music to debates and interviews, stations are taking their studios to the streets, and gaining valuable experience and great exposure for their stations. This session will cover remote broadcast planning from A-Z.

- ◆ Tom Gibson (Moderator)
- ◆ Tom Ray
- ◆ Ed Schwartz
- ◆ Frank Burgert
- ◆ Jeff Smith
- ◆ Marko Srdanovic

BOMBAY

### Organizing and Digitizing your Music Library

Today, college radio stations have more options than ever before to organize their ever-expanding music libraries. New technology offers college radio stations practical solutions for digitally storing and preserving their music and using it for playback. This panel will explore the many options that are available to radio stations for music storage and digital on-air playback.

- ◆ Phil Effinger (Co-Facilitator)
- ◆ Ken Tinkel (Co-Facilitator)





# IBS|2009

## National College Radio Conference • NYC

### Saturday, March 7th • 4:50 - 5:45 PM

ZURICH

#### Opening Doors in the Industry: Making your Name in Broadcasting (Featuring Lynn Hoffman of A&E)

Lynn Hoffman is the host of A&E's "Private Sessions," showcasing exclusive performances with top names in entertainment with a focus on contemporary music. A graduate of the New England Institute of Art, Lynn has also done extensive voiceover work, has previously hosted the "All Request Hour" on VH1 Classic, and hosted mornings on Mix 98.5 in Boston. Join Lynn as she shares with you ideas and advice on how to make YOUR name known in the broadcasting industry!

- ♦ Lynn Hoffman
- ♦ Len Mailloux (Facilitator)

PARIS

#### Hip-Hop, R&B and Urban Programming

Join our panelists for a discussion on hip-hop and R&B music and culture. Emerging artists, airplay, gender issues, culture, artist touring, music videos and other contemporary issues will be discussed, as well as the "mainstreaming" of the music. Join in on the discussion of where this vibrant musical style—with a message—is heading.

- ♦ Cut Supreme (Moderator)
- ♦ Ike Infamous
- ♦ DJ Phantom
- ♦ Keese M.P.

LONDON

#### Working with Other Student Media and Campus Organizations

Many college stations have seen the benefits of working with their student media colleagues on campus. Working together with your campus newspaper(s), TV stations, magazines, web publications, yearbooks and pre-professional chapters can lead to improved programming at your station while offering resources to the other organizations as well. The winners? Your listeners (and viewers and readers)!

- ♦ Dustin Herlich (Co-Moderator)
- ♦ Evan Johnson
- ♦ Alexandra Zimmermann
- ♦ Michael Nevradakis (Co-Moderator)
- ♦ Anne Leighton
- ♦ Bayley Brown
- ♦ Peg Watts-Cartwright

BUDAPEST

#### Maintaining and Developing your Station

Does your station plan for the short or long term when it comes to equipment and facility needs and expenses? Do you "tread water" each year, barely keeping afloat? Join this panel of station managers and engineers, and learn the best ways to keep your station "state of the art."

- ♦ Tom Gibson (Moderator)
- ♦ Tom Ray
- ♦ Marko Srdanovic
- ♦ Frank Burgert
- ♦ Ed Schwartz
- ♦ Cedric Watson

BOARD

#### Peace and Love: The 40th Anniversary of Woodstock

In the summer of 1969, the legendary Woodstock festival & concert changed music forever, bringing together some of the greatest musicians of the era with over 500,000 people and becoming more than just a concert but a symbol of the political and social movements of the era. 40 years later, the legacy of Woodstock lives on, and IBS is proud to welcome representatives from the Woodstock Museum/WoodstockMuseum.org for a session that will include screenings of documentary footage from the original Woodstock festival in 1969, the festivals which have followed in later years, and a discussion about the future of music and the movement which Woodstock gave birth to.

- ♦ Nathan Koenig (Co-Facilitator)
- ♦ Shelli Lipton (Co-Facilitator)

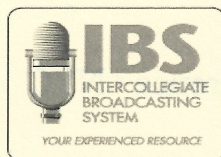
BOMBAY

#### Jazz Programming in 2009

Jazz programming on college stations goes back as long as the medium itself. In 2009, jazz—and jazz on the radio—is more vibrant than ever. The jazz greats continue to get airplay, side-by-side with the dynamic and creative new musicians making groundbreaking music today. This session will look at all the elements of "America's Music," on the air, on recordings, and in the clubs.

- ♦ David Jaye (Moderator)
- ♦ Roberta Piket
- ♦ Chris Sampson
- ♦ Lorraine Tucci





# IBS|2009

## National College Radio Conference • NYC

Saturday, March 7th • 6:00 - 6:55 PM

### Musicians Showcase: An Audience with the Bands (Part II)

IBS is proud to welcome some of today's hottest young bands, artists and musicians for a panel discussion dedicated solely to them and their work. Spanning many genres and styles of music, this is your chance to learn about their music, careers and much more! *2nd of 2 sessions.*

- |                                  |                   |                 |
|----------------------------------|-------------------|-----------------|
| ♦ Rick Eberle (Moderator)        | ♦ Jann Klose      | ♦ Roberta Piket |
| ♦ JP Blues                       | ♦ Madison Project | ♦ Tauk          |
| ♦ Joe Deninzon (Stratospheerius) | ♦ Phil Minissale  | ♦ Vegas Temper  |
| ♦ Holler, Wild Rose!             | ♦ Paging Grace    |                 |
| ♦ Iridesense                     | ♦ Petrel          |                 |

### The Conclave Presents: Breaking Into the Business: Show and Tell

In this candid session, industry professionals reveal why NOW is the time for YOU to enter the ever-changing world of broadcasting and media. What are the jobs of the future? How do you get that first job? How can you best prepare for engagement in an industry that is rapidly morphing into a multi-platform universe? Join this distinguished group of radio industry professionals and on-air personalities for a straightforward glance of an industry in need of breaking out-of-the-box to face tomorrow's challenges... and why YOU are essential to its future. **At the end of the session, learn how you can advance your education by winning one of three \$1,500 Conclave scholarships being offered to IBS members this year.**

- |                          |                  |                |
|--------------------------|------------------|----------------|
| ♦ Bob Taylor (Moderator) | ♦ Brandi Ferrara | ♦ Abel Sanchez |
| ♦ Bath Bacall            | ♦ Michelle Novak | ♦ Will2Bee     |

### Fundraising, Underwriting, Grant Writing and your Station

Stations express an increasing interest in methods of generating funds from external sources to supplement funds received from the school/university. Liberalization of FCC rules has heightened interest still further. We'll discuss fundraising methods which have proven successful, as well as mistakes to avoid.

- |                                      |                |
|--------------------------------------|----------------|
| ♦ Isobel Breheny-Schafer (Moderator) | ♦ Chris Thomas |
| ♦ Ben Shaiken                        |                |

### Being a Better Manager

A school/college radio station's programming is a reflection of the quality of its management. An effective management team will ensure that your station sounds "polished" and functions efficiently. This session will review organizational management possibilities and techniques, ranging from staff manual development, staffing station director positions, using community volunteers and alumni, and much more!

- |                              |
|------------------------------|
| ♦ Len Mailloux (Facilitator) |
|------------------------------|

### Sports in the Field: Sports Broadcasting and your Station

Sports broadcasts can generate great interest (and oftentimes financial support!) for school and college stations, while also providing valuable broadcast and programming experience. IBS stations are carrying everything from volleyball to major division college football. This session will discuss planning and programming sports broadcasts, and will highlight some common mistakes and ways to avoid them!

- |                           |                   |
|---------------------------|-------------------|
| ♦ Randy Sobel (Moderator) | ♦ Curt Hylton     |
| ♦ Jeff Bernstein          | ♦ Matt Mankiewicz |

### Automating your Station with Free Software

The open-source community is a resource that is the answer to a production director's dreams. From station automation, to song logging, to editing and production software, Alan Peterson will introduce you to the world of FREE and low-cost open-source software solutions for your station.

- |                               |
|-------------------------------|
| ♦ Alan Peterson (Facilitator) |
|-------------------------------|





# IBS|2009

## National College Radio Conference • NYC

### Saturday, March 7th • 7:00 - 7:55 PM

ZURICH

#### Meet-and-Greet with Today's Hottest Bands and Artists

This is YOUR opportunity to meet, mingle, interact and network one-on-one with some of today's hottest young bands, artists and musicians, spanning a variety of genres and styles of music, in a relaxed and casual atmosphere. *2nd of 2 meet-and-greets.*

PARIS

#### News Reporting: Tips and Tricks

Join us for a session that will help you bolster your skills as a journalist and broadcaster. From gathering, writing and reporting news to scheduling newscasts, you will learn the "tricks of the trade" which will help you become a better journalist, and help your station become a respected source of news and information.

♦ Valerie Geller (Facilitator)

LONDON

#### Audio Processing: Perfecting your Station's Airchain

In radio broadcasting, the importance of providing high-quality audio to your listeners cannot be overstated. However, programmers and engineers often disagree on what a station's "sound" should be like. Should a station increase its overall "loudness" to stand out, or should it employ only minimal processing, allowing for a more "natural" sound? This session will discuss strategies for developing your station's audio processing and airchain to get the best sound out of your station.

♦ Tom Gibson (Moderator)

♦ Tom Ray

♦ Marko Srdanovic

♦ Frank Burgert

♦ Ed Schwartz

BUDAPEST

#### Audio Bit Rate Reduction: An Introduction

The advent of digital audio has provided numerous solutions to radio stations, from enabling the full "digitization" of music libraries, to streaming/webcasting and archiving. However, the process of digitization often leads to a reduction in audio quality as well. This introductory session, accessible to those who are "non-technical," will demonstrate, using audio examples, what bit rate reduction does to audio, and strategies for how stations can get the best sound out to listeners will be discussed.

♦ Ken Tankel (Facilitator)

BOARD

#### IBS Student Radio Network by Backbone (IBS SRN): Information Session

Join the discussion as IBS staff discusses the IBS Digital Radio Network, an exciting new service brought to you in conjunction with Backbone, using its advanced client-server radio software to enable school/college stations to syndicate live and produced radio programming among member stations, and to access a vast amount of royalty-free programming from numerous worldwide resources. *2nd of 2 sessions.*

♦ George Capalbo

♦ Paul Kamp

♦ Rich Cerny

♦ Len Mailloux

BOMBAY

#### Radio Across Borders: Global and International Broadcasting

In recent years, the growth of online streaming has introduced listeners to a world of radio they previously had not been able to explore, without traveling or listening to short-wave radio. Radio still reaches billions of listeners each day, and the differences in radio broadcasting from country to country and culture to culture are fascinating. This session will introduce you to radio broadcasting beyond our borders.

♦ Michael Nevradakis (Facilitator)

**Join us again on Sunday in the Paris Suite from 10:00-11:30 AM for our  
"Conference Review and Wrap-Up"**

Here's your chance to talk with the IBS Conference staff in a more informal setting, to voice your opinions, ideas and suggestions...what you liked and didn't like...what you'd like to see more (or less) of...and any other thoughts that might help to make next year's conference even better! Members of the IBS board and staff look forward to seeing you at this year's closing session.

**Reminder: Daylight Savings Time begins at 2 AM Sunday morning...please adjust your clocks/watches!**





# IBS|2009

## National College Radio Conference • NYC

### Tour Information

#### Friday, March 6th • 2:30 PM

##### **Tour the Paley Center for Media!**

The Paley Center for Media, formerly The Museum of Television & Radio, is a cultural institution dedicated to the discussion of the cultural, creative and social significance of television, radio and emerging platforms for the professional community and media-interested public. At the Paley Center, you can enjoy archives, footage and exhibits of broadcasting's past, present and future, including two full-sized theaters. More than 120,000 television shows, commercials and radio programs are available in the Paley Center's library, and during each visit, viewers can select and watch, at individual consoles, shows totaling an hour in length. Radio programs are accessed through these same consoles. **Additionally, those attending the tour will have the opportunity to enjoy "What's Happening! The Beatles in the USA," a special video tribute to The Beatles' first visit to the USA, featuring footage of their historic arrival at JFK airport and first U.S. concert!**

#### Friday, March 6th • 6:10 PM

##### **Tour the Rock & Roll Hall of Fame Annex!**

The newly opened Rock & Roll Hall of Fame Annex NYC is an engaging and dynamic music experience that takes you on a journey through the defining moments in Rock history. Step into this epic journey and connect with the legendary artists that changed our world. Features include: the **Hall of Fame Gallery**, which pays tribute to each and every artist inducted into the Rock & Roll Hall of Fame; **The Power and the Glory**, where you can view never-before-seen footage of Rock's most historic moments, including The Beatles at Shea Stadium and Jimi Hendrix at Woodstock; **Roots & Influences**, which maps the roots and influences of today's most popular musicians; **Moments to Movements**, highlighting the turning points in the history of Rock & Roll; **New York Rocks**, a special gallery featuring New York Rock & Roll history; and the Rock Annex's special exhibit, **Revolution Rock: The Story of The Clash**, tracing the history of the band and how the band's politicized lyrics, experimentation, and rebellious attitude have helped shape rock history. This tour will guide you through all of the exhibits above, and will also include a **special Rock & Roll Hall of Fame Q&A!**

#### Saturday, March 7th • 9:30 AM

##### **Tour the Broadcast Facilities atop the Empire State Building, and Enjoy a Spectacular View of New York City!**

Join Jeff Smith, Chief Engineer of Power 105.1 in New York City, on a tour of the radio/TV broadcast facilities at the top of the world-famous Empire State Building, and enjoy a spectacular view of the city from above as well! The tour will take place on Saturday, March 7th, with departure from the hotel at 9:30 am for the short walk over to the Empire State Building.

#### Saturday, March 7th • 11:30 AM

##### **Tour the New Studios of Q104.3, Power 105.1, Z100, Lite FM and 103.5 KTU (Clear Channel Radio)!**

Join Jeff Smith, Chief Engineer of Power 105.1 in New York City, on a tour of the brand-new studio facilities of Clear Channel radio stations Z100, 103.5 KTU, Q104.3, Power 105.1 and Lite FM. This is your opportunity to see the operations of some of the country's biggest and most popular radio stations behind the scenes!

Tour sign-up sheets are at the registration area. Space is limited, registration is on a first-come, first-serve basis, with a limit of one student per station, per tour. To avoid delays, please purchase round-trip Metrocards (\$4) ahead of time (except for Empire State Building tour). Tours depart from the registration area.